

Message Text

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R 021607Z OCT 74

FM AMEMBASSY PARIS

TO SECSTATE WASHDC 2837

INFO AMCONSUL BORDEAUX

AMCONSUL LYON

AMCONSUL MARSEILLE

AMCONSUL STRASBOURG

AMCONSUL NICE

UNCLAS PARIS 23243

PASS COMMERCE FOR NELSON, OFFICE OF ASSISTANT
SECRETARY FOR TOURISM, OESP

E.O. 11652: N/A

TAGS: BEXP FR

SUBJECT: FOREIGN BUYER GROUP: INTERNATIONAL GRAPHIC
ARTS EXPOSITION

REF: STATE 183412

1. EMBASSY WORKED WITH USTS AND VARIOUS TOUR GROUPS
TO PROMOTE THE INTERNATIONAL GRAPHIC ARTS EXPOSITION
(PRINT 74) TO BE HELD IN CHICAGO, NOVEMBER 16-25.
INVITATION LETTERS ENCLOSING THE SHOW FLYER AND A
RETURN CARD WERE PREPARED BY THE EMBASSY AND SENT TO
SOME 200 FIRMS WITH POTENTIAL INTEREST IN THESE PRODUCT
LINES. EACH CONSULATE PREPARED LISTS OF POTENTIAL
BUYERS, AGENTS AND MANUFACTURERS IN ITS AREA TO RECEIVE
INFORMATION CONCERNING PRINT 74. THE INVITATION LETTER
NOTED THAT TWO GROUPS - THE U.M.A.M.E.L.R.A. (UNION
DES MAITRES ARTISANS ET MOYENNES ENTREPRISES DU LIVRE
DE LA REGION AQUITAINE), 16, RUE DES FRERES-BONIE,
33000 BORDEAUX - TEL: (56) 52.99.52, AND THE REVUE
TECHNORAMA, 31, PLACE SAINT-FERDINAND, 75017 PARIS -
TEL: 754.67.43. COULD BE OF ASSISTANCE TO BUSINESSMEN
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IN ARRANGING TRANSPORTATION AND HOTELS. PUBLICITY ON
PRINT 74 ALSO APPEARED IN THE LAST TWO EDITIONS OF THE

EMBASSY NEWSLETTER AND IN THE USTS NEWSLETTER' INFO USA, TO THE TRADE. MAJOR FRENCH TRADE ASSOCIATIONS WERE INFORMED OF THIS SHOW AND PROVIDED FREE ADVERTIZING IN THEIR TRADE JOURNALS. AS OF THIS DATE, HOWEVER, WE ARE UNABLE TO PROVIDE THE NAMES OF INTERNATIONAL VISITORS WHO CAN BE EXPECTED TO ATTEND PRINT 74 AS THE RESULT OF THE ABOVE PUBLICITY. WE WILL FORWARD THIS INFORMATION TO COMMERCE IF AVAILABLE PRIOR TO THE SHOW.

2. THE EMBASSY AND USTS ALSO CONTACTED MR. VINCENT M. BOREL OF AGFA-GEVAERT, WHO ORGANIZED A GROUP VISIT TO PRINT 74 FOR MEMBERS OF THE APAG - CLUB (ASSOCIATION PROFESSIONNELLE DES ARTS GRAPHIQUES), 3, RUE DU PONT-DE-LODI, B.P. 2306, 75261 PARIS. THIS CLUB INCLUDES AGFA-GEVAERT, ARJOMARI-PRIOUX, OFMI-GARAMONT, AND THE REVUE CARATERE. PRINT 74 RECEIVED SUBSTANTIAL PUBLICITY IN REVUE CARATERE AND THE JOURNAL DES TECHNIQUES PAPETIERES ET GRAPHIQUES. 460 FRENCH VISITORS AND 80 ITALIAN VISITORS WILL BE ATTENDING PRINT 74 AS PART OF THIS TOUR, WHICH INCLUDES CHICAGO, NOVEMBER 18-21 (HOTEL CONRAD HILTON), AND NEW YORK' NOVEMBER 21-24. FURTHER INFORMATION IS AVAILABLE FROM MR. RENE DOLBEAU, VOYAGES AMERICA TOURS, 332 S. MICHIGAN AVENUE, CHICAGO, IL. 60604. THE PRINT 74 EXPOSITION ORGANIZERS MAY WISH TO CONSIDER ORGANIZING A FRENCH-AMERICA DAY AT THE SHOW OR A SPECIAL RECEPTION TO WELCOME THIS IMPRESSIVE GROUP OF VISITORS. PLEASE INFORM EMBASSY IF SPECIAL ARRANGEMENTS COULD BE MADE.

3. TO BE EFFECTIVE, THE EMBASSY BELIEVES THAT PROMOTION OF FOREIGN BUYERS GROUPS TO ATTEND U.S. SHOWS MUST BE INITIATED AT LEAST SIX MONTHS PRIOR TO THE OPENING OF AN EXPOSITION. IT IS ALSO REQUESTED THAT PRESS RELEASES AND OTHER PROMOTIONAL LITERATURE BE MADE AVAILABLE TO THE POST AS SOON AS POSSIBLE.

IRWIN

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